

Claims

1. A polyacrylate-based pressure-sensitive adhesive comprising a polymer containing 10% to 40% by weight of isobornyl acrylate units, based on the monomer mixture.
2. The pressure-sensitive adhesive of claim 1, characterized in that it comprises a polymer formed from a monomer mixture comprising at least the following components:
- a) 60% to 85% by weight (based on the monomer mixture) of acrylic and/or methacrylic esters having the following formula $\text{CH}_2 = \text{C}(\text{R}_1)(\text{COOR}_2)$, where $\text{R}_1 = \text{H}$ or CH_3 and R_2 is a linear or branched alkyl radical having 1 to 14 carbon atoms, and
- b) 10% to 40%, preferably 15% to 40% by weight (based on the monomer mixture) of isobornyl acrylate.
3. The pressure-sensitive adhesive of claim 1 or 2, characterized in that as a further component of the monomer mixture use is made of
- c) up to 30% by weight of olefinically unsaturated monomers containing functional groups.
4. The pressure-sensitive adhesive of any one of claims 1 to 3, characterized in that for the monomers of component a) use is made of acrylic and methacrylic esters having alkyl groups consisting of 4 to 14 carbon atoms, preferably 4 to 9 carbon atoms.
5. The pressure-sensitive adhesive of any one of claims 1 to 4, characterized by the admixing of tackifier resins, particularly those which are compatible with the polymers, preferably at a weight fraction of up to 40% by weight, very preferably of up to 30% by weight, based on the pressure-sensitive adhesive.
6. The pressure-sensitive adhesive of any one of claims 1 to 5, characterized in that plasticizers, fillers, nucleators, expandants, compounding agents and/or aging inhibitors have been added to the pressure-sensitive adhesive.
7. The use of the pressure-sensitive adhesive of any one of the preceding claims for a single-sided or double-sided adhesive tape or transfer tape composed at least of a carrier and a layer of the pressure-sensitive adhesive.

8. The use of claim 7, characterized in that the thickness of the pressure-sensitive adhesive layer is at least 5 μm , more preferably at least 10 μm .
- 5 9. The use of claim 7 or 8, characterized in that for the carrier use is made of films, particularly of polyester, PET, PE, PP, BOPP, PVC, or of nonwovens, foams, woven fabrics and woven films, or of release papers, as carrier materials.
- 10 10. The use of claim 7 to 9, characterized in that the pressure-sensitive adhesive tape is used for bonding to automotive finishes.